August 27, 1945

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday August 27	EXHIBIT OF POSTWAR DRESS MACHINERY	UNITED BETTER DRESS MANUFACTURERS ASSN.	135 WEST 41ST STREET 10TH FLOOR

A 30-day exhibit of new modernized machines and attachments to streamline dress production in New York in the postwar. This equipment has not yet been commonly used in dress factories. The exhibition, originally scheduled for August 15, was postponed because of V-J Day. Demonstrations will be conducted between 5:30 and 7:30 P.M. Contact: David Marmolstein, WI. 7-8342.

Beginning Monday August 27	OPENING OF FALL SEMESTER	TOBE-COBURN SCHOOL FOR FASHION CAREERS	1 WEST 57TH STREET NEW YORK CITY

Opening of ninth year of Tobe-Coburn School, training for positions in merchandising and advertising. One Year Course for girls with two or more years of college. Two Year Course for high school graduates. Contact: Sylvia Ford, Registrar, PL. 3-0773.

Week Of August 27	PUBLICATION DATE: FORSTMANN BOOKLET	FORSTMANN WOOLEN CO.	30 ROCKEFELLER PLAZA

"Forstmann Fashion Lines," a 2-color four-page folder with swatches of the newest Forstmann fabrics, built around the current fashion trend toward the "Portrait Lady Mood." To be distributed to retail personnel the last week in August. Publ.: Mrs. Jan S. Fox, Monroe F. Dreher, Inc., CI. 6-6675.

Tuesday August 28 1:00 P.M. Luncheon	PRESS PREVIEW: AUTUMN HOSIERY FASHIONS	GOTHAM HOSIERY CO.	WALDORF-ASTORIA ASTOR GALLERY

"Rainbow Round The Corner"--a presentation of Gotham's new Autumn hosiery fashions. Press by invitation only. Publ.: Eleanor Lambert, PL. 5-8580.

PRESS OPENINGS: FALL CUSTOM-ORDER "ORIGINALS"

Showings of the custom-made Dress Collections are open only to those members of the Press specifically notified and invited.

Tuesday..... August 28	HATTIE CARNEGIE At 3:00 P.M.	42 EAST 49TH ST.	PUBL.: JOSEPHINE HUGHES	WI. 2-2600
Wednesday... August 29	SAKS 5TH AVENUE At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Wednesday... Sept. 5	HENRI BENDEL At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Wednesday... Sept. 5	BERGDORF GOODMAN At 5:00 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday.... Sept. 6	JAY THORPE At 11:00 A.M.	24 WEST 57TH ST.	PUBL.: JOSEPHINE NEVINS	CI. 7-4300
Thursday.... Sept. 6	MILGRIM At 3:00 P.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Tuesday..... Sept. 11	STEIN & BLAINE At 3:00 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Wednesday... Sept. 12	BONWIT TELLER At 11:00 A.M.	721 FIFTH AVE.	PUBL.: DORIS BARTNETT	EL. 5-6800

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday August 28 2:00 P.M.	HAT BOX PARTY: NEW YOUNG HATS	LORD & TAYLOR 5TH AVE. & 38TH ST.	2ND FLOOR

Lord & Taylor inaugurates a new Department for young hats--Suzy, Vic-Debs, and John Frederics Juniors. Press invited. Publicity: Alice Johnston, WI. 7-3300.

Wednesday August 29 10:30 A.M.	FIRST FALL "TRICKS FOR TEENS" MEETING	SAKS 34TH STREET	DEBUTEEN SHOP 2ND FLOOR

Teen-age "back-to-school" fashion show. Special guests: Bill Darnell, singing star; Patsy Somers, radio actress; Eleanor Cahill, national "Miss Stardust." Open to public. Publicity: Florence Epstein, LA. 4-7000.

Wednesday August 29 2:00 P.M.-4:00 P.M.	LAST OF HOME-CANNING SESSIONS	ABRAHAM & STRAUS BROOKLYN	EAST BUILDING 5TH FLOOR

Last in Wednesday series of free home-canning sessions with Pauline Leonard and Sylvia Neubauer, nutrition and canning experts of the American Red Cross, Brooklyn Chapter, as demonstrators. Open to public. Publicity: Janet Stevenson, TR. 5-7200.

Wednesday August 29 2:30 P.M.	PRESS PREVIEW: FALL COLLECTION	SAKS FIFTH AVENUE (611 5TH AVENUE)	SALON MODERNE 3RD FLOOR

Advance press showing of Sophie's Fall Salon Moderne Custom-Order Collection. (See page 2.) Publicity: Helen Kauper, PL. 3-4000.

Wednesday August 29	EXHIBITION: MODERN TEXTILE DESIGNS	MUSEUM OF MODERN ART	11 WEST 53RD STREET AUDITORIUM GALLERIES

An exhibition of contemporary fabrics, prepared for the Museum's Circulating Exhibitions program, including both hand-woven and printed, and machine-woven and printed textiles. The work of professionals as well as designs by students of Black Mountain College, Cranbrook Academy of Art, Chicago Institute of Design, and the University of California. Publicity: Sarah Newmeyer, CI. 5-8900.

Beginning Wednesday August 29	OPENING DATES FOR COUTURE COLLECTIONS	PARIS COUTOURIERS	PARIS FRANCE

Opening dates for Paris coutoure collections have been set: Aug. 29--Madeleine Vremant; Aug. 31--Madeleine De Rauch; Sept. 3--Jacques Fath; Sept. 4--Lelong; Sept. 5--Paquin, Molyneux; Sept. 6--Worth, Patou, Lanvin; Sept. 7--Dormoy, Ricci; Sept. 8--Maggy Rouff; Sept. 13--Roches, Balenciaga; Sept. 14--Schiaparelli, Gres; Sept. 15--Marcelle Chaumont.

Thursday August 30	TWELVE FULL TUITION ANNUAL SCHOLARSHIPS	NEW YORK UNIVERSITY SCHOOL OF RETAILING	WASHINGTON SQUARE NEW YORK CITY

Leading to the degree of Master of Science in Retailing, 12 free scholarships will be given to graduates of an accredited institution in the Metropolitan area. Winners receive free tuition covering the 30 hours of work (one full school year) required for the degree of Master of Science in Retailing. Also Store-Service Privileges, paying about $500 a year, giving students an opportunity for 28-33 hours per week of paid practical work in stores. All applications should be submitted by Thursday, August 30th. Classes begin on Tuesday, September 25th. Contact: Mrs. Virginia Meagher, SP. 7-2000, Ext. 257.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Friday Sept. 7 12:30 P.M. Luncheon	PRESS PREVIEW OF ORIGINAL BAG CREATIONS	JOSEF (OF GOLD SEAL IMPORTERS, INC.)	ST. REGIS HOTEL LOUIS XVI SUITE
	Josef's new original bag creations will be shown to the invited press during luncheon. Publicity: Viola Shefer, PL. 3-3173.		
Friday Sept. 7 3:00 P.M. Tea	FABRIC AND FASHION CLINIC FOR TEACHERS	THE NAMM STORE BROOKLYN	TOWERS HOTEL 25 CLARK ST. (B'KLYN)
	Fabric and fashion clinic for home economics teachers, sponsored by The Namm Store, in conjunction with McCall Printed Patterns. The clinic will include a talk on sewing by Sue West of The Spool Cotton Co.; tips on good grooming by Peggy Shannon, director of styling, John Powers Home Course; and a fashion show. By invitation only. Publicity: Geraldine Glantz, TR. 5-5700, Ext. 76.		
Sept. 7	JEWISH NEW YEAR (Friday at sunset)		
Monday Sept. 10 1:00 P.M. Luncheon	FIRST FASHION SHOW SINCE LAST FALL	THE TAILORED WOMAN 742 FIFTH AVENUE	ST. REGIS HOTEL ROOF
	With Victory finally ours, The Tailored Woman is resuming fashion shows which were discontinued last September because of the difficult shipping situation and the shortage of materials. Complete Fall fashions, accessories, and furs from the new Fifth Floor Fur Salon will be featured during luncheon. Open to public. Press by invitation. Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		
Monday Sept. 10 1:00 P.M.	PRESENTATION OF NEW FALL FASHIONS	GIMBEL BROTHERS	3RD FLOOR
	Gimbels presents a variety of new Fall fashions -- styles for juniors, misses, and women. Open to public. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.		
Monday Sept. 10 2:30 P.M.	OPENING OF FALL CUSTOM-ORDER COLLECTION	HARRY COLLINS	647 FIFTH AVENUE
	Presentation of Harry Collins' Fall and Winter custom-order collection. By invitation only. Contact: Harry Collins, PL. 3-9403.		
Monday Sept. 10 4:30 P.M. Cocktails	PRESS PREVIEW: NEW LOUNGING FASHIONS	TULA, INC.	HAMPSHIRE HOUSE COTTAGE
	Tula will introduce a new idea in lounging fashions for glamour at home or on the town. Press by invitation only on Monday. Trade showing during the cocktail hour (4:30 P.M.) on the following day, Tuesday, Sept. 11, at the Tula Showroom, Stylecraft Lingerie, 105 Madison Ave. Publicity: Christine Ecker, John A. Cairns & Co., AL. 4-7262.		
Beginning Monday Sept. 10	SHOWING OF CHRISTMAS LINE OF SPORTSWEAR	ROBERN SPORTSWEAR	534 EIGHTH AVENUE
	Robern Sportswear for children will show a Christmas line, featuring all wool and part wool plaids, flannels, shetlands and corduroys in skirts, suits, jumpers, jerkins, and a complete holiday novelty line designed by George Siegel. Sizes range from 1 to 3; 3 to 6; 7 to 14; and chubbies from $7\frac{1}{2}$ to $14\frac{1}{2}$. Contact: Jack Goldman, LO. 5-0533.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Beginning Monday Sept. 10	FALL OPENING: COURSES IN DESIGN	PARSONS SCHOOL OF DESIGN	136 EAST 57TH STREET
	Opening of Parsons' 36th year, with three-year courses in Costume Design and Illustration, Flat Design, Interior Design, Advertising Design, and Teacher Training. A four-year program in combination with New York University leads to a B.S. Degree. Special Saturday morning classes begin September 29. Contact: Parsons School of Design, PL. 8-1662.		
Tuesday Sept. 11 10:00 A.M. Breakfast	PRESS PREVIEW OF FALL FASHIONS	DE PINNA	3RD FLOOR
	A press breakfast to preview De Pinna's new Fall Collection of town, spectator sports, junior, and debutante fashions. Press by invitation only. Publicity: Dorothy Coburn, VO. 5-4800.		
Tuesday Sept. 11 12:30 P.M. Luncheon	PRESS PREVIEW: CUSTOM-ORDER MILLINERY	SAKS FIFTH AVENUE (611 5TH AVENUE)	PLAZA HOTEL WHITE & GOLD SUITE
	Presentation of Custom-Order Millinery designed by Tatiana du Plessix and Josephi. Press strictly by invitation. Publicity: Helen Kauper, PL. 3-4000.		
Tuesday Sept. 11	PRESS PREVIEW: CUSTOM ORDER COLLECTION: STEIN & BLAINE, 15 WEST 57TH ST. At 3:00 P.M. See Page 2 for details.		
Tuesday Sept. 11 4:00 P.M.	PRESENTATION OF FALL FABRICS AND FASHIONS	SIMPLICITY PATTERN COMPANY, INC.	ROOSEVELT HOTEL MEZZANINE FLOOR
	Semi-annual fabric and fashion picture will be presented to over 1,000 teachers of sewing in public, junior high and high schools in the five boroughs of New York. Plans for Fall sewing projects in the school will be formulated by the teachers, based on information and styles presented by Caroline Hutchins, Director of Simplicity's Educational Department. The Fashion Show will include "back to school" clothes for juniors, teen-agers, and misses; dressy and all-occasion outfits; and suggested teachers' wardrobe items. Press by invitation. Publicity: Joan Klein, AS. 4-7570.		
Tuesday Sept. 11 4:30 P.M.- 6:00 P.M.	INTRODUCING TUYA PERFUME	PARA-TI CORPORATION	ST. REGIS HOTEL PENTHOUSE
	The Para-Ti Corporation and Onandaga Silk Mills present the new Onandaga-Tuya "Conversation" Prints and Para-Ti products showing fabrics inspired by Para-Ti's Tuya perfume. Four distinguished designers have created resort fashions from the Tuya prints: Sophie Gimbel, Omar Kiam, Jo Copeland, and Emmet Joyce. Members of the Pan-American and Inter-American Societies are uniting with the Para-Ti Corporation in an effort to make this party a symbol of deeper friendship with Latin America in the post-war world. Press by invitation only. Publicity: Billie Gould, Inc., LA. 4-8773.		
Wednesday Sept. 12	PRESS PREVIEW: CUSTOM ORDER COLLECTION: BONWIT TELLER, 721 FIFTH AVENUE At 11:00 A.M. See Page 2 for details.		
Wednesday Sept. 12 12:30 P.M. Luncheon	ORIGINAL WOMEN'S HAT FASHIONS FOR FALL	DOBBS HATS	PIERRE HOTEL COTILLION ROOM
	Introducing original designs of women's hats by Dobbs, hatter to the American family. More details later. Press by invitation. Open to public. Publicity: Dorothy Reed, Abbott Kimball, PL. 3-9600.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 12 1:00 P.M. Luncheon	FUR FASHIONS SHOWN DURING LUNCHEON	DEIN-BACHER OF THE WALDORF	WALDORF-ASTORIA STARLIGHT ROOF
	A fascinating collection of fur fashions for Fall and Winter will be presented during luncheon. Open to public. Press by invitation. Contact: Dein-Bacher, PL. 8-0221. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Sept. 12 4:00 P.M. Cocktails	PRESS PREVIEW OF AUTUMN WOOLENS	JOHN WALTHER FABRICS INC.	PLAZA HOTEL CRYSTAL ROOM
	Presentation of John Walther's new Fall collection in fashions created by distinguished American designers including Philip Mangone, Vera Maxwell, Jo Copeland, Davidow, Anna Miller, Kraus Originals, and others. Fashions coordinated by Stefan, fashion director of John Walther Fabrics. Press by invitation only. Publicity: Rosemary Sheehan, CI. 7-8060.		
Thursday Sept. 13 1:00 P.M. Luncheon	FALL FUR SHOWING DURING LUNCHEON	GUNTHER (666 FIFTH AVE.)	PLAZA HOTEL TERRACE ROOM
	Fall showing of Gunther's new collection of original fur fashions during luncheon. Open to public. Press by invitation only. Gunther Publicity: Nona James, VO. 5-3440. Plaza Publicity: Bonnie Donahue, PL. 3-1740.		
Thursday Sept. 13 2:30 P.M., 6:30 P.M.	SHOWING OF CLASSICS BY HENRY ROSENFELD	RUSSEKS FIFTH AVENUE	7TH FLOOR "CLASSIC CORNER"
	Russeks' "Classic Corner" will feature two special showings of fashions by Henry Rosenfeld, illustrating his popular creative genius. Mr. Rosenfeld will be present and will speak. Open to public. Publicity: Beatrice Castle, WI. 7-1900.		
Thursday Sept. 13 3:30 P.M.	FABRIC FASHION SHOW FOR PRESS & TEACHERS	R. H. MACY & CO. AND ADVANCE PATTERNS	PLAZA HOTEL GRAND BALLROOM
	A joint fashion show of easy-to-make fashions by Advance Patterns and Macy's Fabric Center. For sewing teachers of Greater New York and the press, by invitation only. No others invited. Publicity: Dorothy DeGroat, CH. 4-2000, Ext. 2201.		
Sept. 16	EIGHTEENTH ANNUAL NATIONAL DOG WEEK (Sept. 16-Sept. 22).		
Monday Sept. 17 1:00 P.M.	"ROMANCE RECAPTURED": LUNCHEON FASHION SHOW	ROSETTE PENNINGTON INC. 10 EAST 56TH ST.	ST. REGIS HOTEL ROOF
	Rosette Pennington will present her Edwardian dress collection, illustrating the realization of Victory in new romantic and feminine gowns. Open to public. Press by invitation. St. Regis Fashion Publicity: Mary Alice Rice, PL. 3-4500.		
Sept. 17	JEWISH DAY OF ATONEMENT (Monday)		
Tuesday Sept. 18 9:30 A.M. Breakfast	ANNUAL BREAKFAST FOR THE PRESS	R. H. MACY & CO. HERALD SQUARE	EXECUTIVE DINING ROOMS 13TH FLOOR
	Showing of Macy's Fall Fashions at the annual Press Breakfast. Attendance by invitation only. Publicity: Nan Higgins, CH. 4-2000, Ext. 2431.		
Tuesday Sept. 18 5:00 P.M. Cocktails	PRESS PREVIEW TO INTRODUCE NEW PRODUCT	LUCIEN LELONG	ST. REGIS HOTEL PENTHOUSE
	Lucien Lelong will introduce a new perfume and makeup to the press, strictly by invitation. Publicity: Peter Fink, EL. 5-1395.		

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 18- Sept. 21 12:00 Noon Luncheons	NATIONAL RETAIL FALL MILLINERY WEEK	MILLINERY STABILIZATION COMMISSION, INC.	ALL OVER THE COUNTRY

Mid-winter millinery luncheon fashion shows will be held in the Cotillion Room, Hotel Pierre, on Tuesday through Friday during National Retail Fall Millinery Week. Showings will begin at 12:30 P.M.

Tuesday, Sept. 18--Hats by Millinery Creators Guild: BERNICE CHARLES, HARRYSON HATS, G. HOWARD HODGE, EDGAR J. LORIE, MILGRIM, GERMAINE MONTABERT, JEANNE TETE, and VOGUE HATS.

Wednesday, Sept. 19	Thursday, Sept. 20	Friday, Sept. 21
BRAAGAARD	ANITA ANDRA	HATTIE CARNEGIE
EMME	WALTER FLORELL	LILLY DACHE
HELENE GARNELL	GLADYS & BELLE	PEG FISCHER
LADDIE NORTHRIDGE	MAGO HAYES	JOHN-FREDERICS
MME. PAULINE	FLORENCE REICHMAN	SALLY VICTOR
SUZANNE REMY		

Tickets: $7.50 each. For reservations, contact: Millinery Stabilization Commission, CH. 4-6547. Publicity: Mary Kelly, MU. 2-2603.

Beginning Tuesday Sept. 18	OPENING OF FALL SEMESTER	LABORATORY INSTITUTE OF MERCHANDISING	45 WEST 34TH STREET NEW YORK CITY

The Laboratory Institute of Merchandising will begin its regular course for young women interested in becoming junior executives in fashion merchandising. During the school year, the students will be given 8 weeks in practical work in department stores, with pay--4 weeks before Christmas and 4 weeks before Easter. Contact: Ellen Nolan, Registrar, CH. 4-5288.

Tuesday Sept. 18- Sept. 19	PACKAGING MEETING FOR LOCAL MEMBERS	AMERICAN MANAGEMENT ASSN. (330 WEST 42ND STREET)	NEW YORKER HOTEL EIGHTH AVE.& 34TH ST.

Discussion of Packaging Machinery, The Reappearance of the Package Designer, and other important packaging problems. Contact: Alvin E. Dobb, BR.9-6055.

Wednesday Sept. 19 1:00 P.M. Luncheon	LUNCHEON FASHION SHOW	HATTIE CARNEGIE (42 EAST 49TH ST.)	WALDORF-ASTORIA STARLIGHT ROOF

Open to public. Press by invitation. Hattie Carnegie Publicity: Josephine Hughes, WI. 2-2600. Waldorf Publicity: Ted Saucier, EL.5-3000.

Thursday Sept. 20 1:00 P.M. Luncheon	FUR PRESENTATION DURING LUNCHEON	MAXIMILIAN FURS, INC. 20 WEST 57TH ST.	PLAZA HOTEL TERRACE ROOM

Maximilian presents his early Fall Collection of rare and precious furs. Open to public. Press by invitation. Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Publicity: Bonnie Donahue, PL. 3-1740.

Saturday Sept. 22 10:30 A.M.	BACK-TO-SCHOOL FASHION SHOW	THE NAMM STORE BROOKLYN	5TH FLOOR AUDITORIUM

Namm's "All Girls Club" Fashion Show with a presentation of new back-to-school clothes. More details later. Open to public. Publicity: Geraldine Glantz, TR. 5-5700, Ext. 76.

Sept. 23 FIRST DAY OF AUTUMN (Sunday - 4:50 A.M.).

Monday Sept. 24 1:00 P.M. Luncheon	NEW FALL MILLINERY AT LUNCHEON SHOW	SUZANNE-REMY (24 EAST 64TH ST.)	ST. REGIS HOTEL IRIDIUM ROOM

The latest in new Fall millinery by Suzanne-Remy will be shown during luncheon. Open to public. Press by invitation. St. Regis Publicity: Mary Alice Rice, PL. 3-4500.

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Tuesday Sept. 25	INTRODUCING MME. ETA'S FASHIONS FOR WOMEN	LORD & TAYLOR 5TH AVE. & 38TH ST.	4TH FLOOR
	Lord & Taylor presents Mme. Eta's new Fall Collection, which includes her new designs proportioned to small women. Press by invitation. Publicity: Alice Johnston, WI. 7-3300.		
Wednesday Sept. 26 1:00 P.M. Luncheon	NEW FALL MILLINERY AT LUNCHEON SHOW	ANITA ANDRA (558 MADISON AVE.)	WALDORF-ASTORIA STARLIGHT ROOF
	Anita Andra will show her new Fall millinery creations during luncheon. Open to public. Press by invitation. Contact: Anita Andra, PL. 8-1809. Waldorf Publicity: Ted Saucier, EL. 5-3000.		
Wednesday Sept. 26 2:30 P.M.	FORMAL FALL FASHION SHOWING	SAKS 34TH STREET	4TH FLOOR
	A formal showing of Fall suits, coats, furs, and millinery. More details later. Open to public. Publicity: Florence Epstein, LA. 4-7000.		
Wednesday Sept. 26 4:00 P.M.	PREVIEW: ARALAC-McCALL "HEART-WARMERS"	ARALAC, INC. (DIV. OF NAT'L DAIRY PRODUCTS)	230 PARK AVENUE ROOM 1626
	An informal preview for the invited press of specially selected fabrics containing "Aralac" in the Sealtest Kitchen of the National Dairy Products Corp. Third edition of the "Heart-Warmers" demonstration, featuring Aralac fabrics in McCall patterns, will be held in 27 stores throughout the country beginning in September. There will be special window and interior displays and newspaper advertising. Publicity: Gwen McKenna, Tom Fizdale Inc., MU. 2-6560.		
Thursday Sept. 27 1:00 P.M. Luncheon	FALL COLLECTION AT LUNCHEON SHOWING	SAKS FIFTH AVENUE (611 FIFTH AVENUE)	PLAZA HOTEL PERSIAN ROOM
	Presentation of the Saks Fifth Avenue Fall Custom-Order Collection during luncheon. Open to public. Press by invitation. Publicity: Helen Kauper, PL. 3-4000. Plaza Publicity: Bonnie Donahue, PL. 3-1740.		
Saturday Sept. 29 12:00 P.M.	"CALLING ALL GIRLS" FASHION SHOW	GIMBEL BROTHERS	5TH FLOOR
	"Calling All Girls" Fashion Show featuring teen-age clothes for High School girls. "Calling All Girls" Club members will model. Commentator: Nancy Pepper, editor of "Calling All Girls" Magazine. Open to public. Publicity: Edith Jordan, PE. 6-5100, Ext. 600.		
Wednesday October 3 1:00 P.M. Luncheon	RESUMPTION OF WEEKLY FASHION SHOWS AT THE HOTEL PIERRE, COTILLION ROOM.		
	Weekly Luncheon Fashion Shows, under the direction of Viola Shefer, will be resumed at the Hotel Pierre on Wednesday, October 3, in the Cotillion Room. The opening fashion show will be under the auspices of Bundles For America, Inc. (Mrs. Eddie Rickenbacker, chairman). Mme. Sonia of Sonia-Gowns, Inc. (15 East 56th St.) will present a dramatic collection of her original creations. There will be door prizes and a raffle drawing. Open to public. Press by invitation. For further information, contact: Viola Shefer, PL. 3-3173.		
Sunday October 7	OPENING OF BALLET SEASON, METROPOLITAN OPERA HOUSE, B'WAY AT 39TH STREET		
	Four weeks of ballet. Publicity: Gerald Goode, PL. 3-0820.		
October 15	NATIONAL BIBLE WEEK.		